



DOWNTOWN 5: LONG-TERM STRATEGY

Downtown Subcommittee

**Danielle Surdin, Economic Dev. Mgr.
Econ. Dev. & Housing
April 7, 2009**



DOWNTOWN 5: LONG-TERM STRATEGY DISCUSSION

Key Elements for a Vital & Livable Downtown

- City Center Growth: Business & Residential
- Marketing & Promotions: Building Collective Recognition
- Quality of Life: Open Space, Arts & Culture, Transportation
- Safety, Security, Comfort & User Experience

Progress to-date

- Council Goals
- ESS Strategy/Implementation

SR City Tool Kit

Group Discussion

DOWNTOWN 5: CITY CENTER GROWTH

Downtown: Business Growth

- Creation of 24-Hour DT with a balance of housing, office, shopping, entertainment, and cultural facilities
- Policies in place that encourage high intensity office uses, government, residential, and entertainment
- Economic Sustainability Strategy (ESS) that enhances DT position as the main commerce hub of Santa Rosa & the region

Tool kit: General Plan 2020, ESS, DT Station Area Plan, DT Business Attraction Strategy Chabin Study, DT Work Plan, SR2030, North Pedestrian Linkages

Downtown: Residential Growth

- DT encourages compact development with a mix of housing units for all incomes and housing types, including adaptive reuse of existing DT buildings
- Reduces car dependency through livable DT residential neighborhoods that provide shopping, parks, schools within easy walking distance to most residences

DOWNTOWN 5: MARKETING & PROMOTIONS

Marketing & Promotions: Perfecting the Marketing Mix

- Knowing user groups & their desired experience (underway)
- Reframing parking assets (underway partnering with Parking)
- Increasing awareness of downtown offerings (underway)
- Choosing promotions that reinforce brand strategy (underway)
- Creating media collateral: web and print, radio, etc. (underway)

Tool Kit: DT work plan, SR Shop Local programs, SR Brandprint

Identity Building/Community Brand: “*Collective Recognition*”

- What does Downtown Symbolize?
- Cultural Branding: (new) Identity Categories, Addresses Contradictions
- Mind-Share Branding: Consistent expression of association
- Emotional Branding: Deep interpersonal connection, relationships
- Viral Branding: Broad Circulation, Communication Unit

Toolkit: DT Workplan, SR Brandprint, SR Shop Local Programs



DOWNTOWN 5: QUALITY OF LIFE

Open Space

- Prince Memorial Greenway: 1.5 miles of walking and biking, connects east and west side of Downtown under 101
- Julliard Park: 9 acres community neighborhood park
- Luther Burbank Home & Gardens: 3 acre community park, garden and cultural facility
- Courthouse Square: 4 acres Downtown's Central Public Open Space
- Jeju Way: Pocket Park
- Fremont Park: 2 acre community park

Entertainment, Arts & Culture

- SR vibrant North Bay Hub of Arts
- Arts District & 1% for Art
- Innovative use of space: Phantom Gallery
- DT Programming/First Fridays, Farmers Market
- Special Events: Scooter Rosa, Bicycle Santa Rosa Hand-Car Regatta, AMGEN TOC

Alternative Transportation

- SMART Train Development
- Station Area Plan
- North DT Pedestrian Linkages



DOWNTOWN 5: SAFETY, SECURITY & USER EXPERIENCE

Safety, Security

- Increased Police Presence & Bike Patrols (underway)
- Graffiti Removal (underway)
- Secured & Patrol City Garages (underway)
- Traffic Calming, Pedestrian & Bike Friendly Improvements (underway)

Tool Kit: DT Work plan, DT Station Area Plan, General Plan 2020 SR2030

Comfort & User Experience

Keeping Downtown Offerings Attractive & Interesting

- Specialized Business Attraction: independents, regional chains, and neighborhood serving retailers
- DT Programming: First Fridays, Farmers Market, Special Community Events: Hand-car Regatta, Scooter Rosa

Toolkit: General Plan, ESS, Downtown Business Attraction Chabin Study, Council Goals, DT Work plan)

Beautifying the Downtown Landscape

- Art Start Benches
- Planters & Recycling Containers (underway)
- Decorative Lighting & Pole Mounted Banners (completed)
- Parking Garage Art (underway)
- Downtown Way-finding Signage Program (underway)
- Encouraging Alternative Transportation (underway)

Tool kit: Downtown Work plan (Street Furniture Palette Program & Way-finding, Station Area Plan)



PROGRESS TO-DATE

Council Goals: Create Vital Downtown & Downtown Work Plan

Enhance Downtown through Programs and Projects

(Design & Physical Improvements: Autumn Buss – Lead)

- Commissioned Art Start Benches DTWN
- Preparing RFP Street Furniture Palette (underway)
- Coordinated News rack Enforcement with Public Works (underway)
- Outreach for DT Façade Improvement and Tenant Improvement Loan Program (underway)
- Led DT Recycling Roundtable, procured recycling containers for DT (underway)

(Marketing & Promotions: Raissa de la Rosa – Lead)

- DT Marketing Campaign Implementation (underway)
- Developing DT Brand (underway)
- Developing DT Marketing Collateral (underway)
- Coordination of AMGEN Tour of California (4th Year)
- DTWN Newsletter
- DT Programming: First Fridays, Farmers Markets, Special Community Events: Hand-car Regatta, Scooter Rosa etc.



PROGRESS TO-DATE

ESS Strategy: Promote a Vital & Growing Economic Base

(City-wide Economic Development: Nancy Manchester – Lead)

Priority 1: Stimulate Job Growth

- **Grow & Maintain existing business and employment centers**
 - Business Visitations (ongoing)
 - Leveraging Partners & Resources (ongoing)
- **Maintain & Enhance Entrepreneurial Environment**
 - Hosting Venture Forums (ongoing)
 - Entrepreneurial Pathways Program (ongoing)
- **Business Attraction**
 - Develop Online DT Commercial Properties Database (underway)
 - Develop Marketing Collateral (underway)

Priority 2: Grow Spending

- Shop Santa Rosa Campaign
- City-wide Marketing Campaigns



SR TOOL KIT

- ESS: Economic Sustainability Strategy
- 2008 Council Goals “Create a Vital Downtown”
- Downtown Attraction Chabin Study
- Downtown Work Plan
- Downtown Brand Print
- SR General Plan 2020
- SR 2030 Vision
- Arts District Plan
- Station Area Plan
- Design Guidelines
- North Downtown Pedestrian Linkages